



Certified Fund Raising Executive  
The credential for fundraising professionals

## CONTINUING EDUCATION POINTS TRACKER

*CFRE International has developed this form as a way for you to quickly track (and keep in your files!) a record of the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended and, where necessary, fill in the session title. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.*

**Activity Organizer:** Association for Healthcare Philanthropy  
**Title of Activity:** Sand Castles in the Sun – Building Health Care Philanthropy on a Strong Foundation – 2008 Association for Healthcare Philanthropy (AHP) Southeast Regional Conference  
**Names of Presenter(s):** Various  
**Dates and Location:** 29 June – 1 July, 2008 – Ponte Vedra Beach, Florida

**Date: Sunday, 29 June, 2008**

**Pre-conference Session 1: 8:00am – 4:00pm**  
(6.5 hrs)

AHP Development Primer

**Pre-conference Session 2: 9:00am – 5:00pm**  
(6.5 hrs)

The Advanced Course in Health Care Fundraising

**Date: Monday, 23 June, 2008**

**Session: 9:15am – 10:30am (1.25 hrs)**

- Major & Planned Gift Track: Foundations as Major Donors
- Back to Basics Track: VIP Programs
- Best Practices & Special Topics Track: Your new best friends: Hospital Vendors
- Leadership Track: How Changing Your Culture Will Inspire Your Board

**Session: 11:15am – 12:30pm (1.25 hrs)**

- Major & Planned Gift Track: Connecting the Dots—Cultivation to Recognition
- Back to Basics Track: Annual giving in Mach Speed: How to Double Your Results
- Best Practices & Special Topics Track: See the Waves Before They Hit the Shore: Making Decisions Based on Measurable Performance Indicators
- Leadership Track: Beyond Recognition: Strategic Stewardship Transforms Relationships and Gifts!

**Roundtable Session: 1:00pm – 2:00pm (1 hr)**

TBA (Session Topics will be posted in the AHP registration area)

**Session: 2:30pm – 3:45pm (1.25 hrs)**

- Major & Planned Gift Track: Developing a Planned Giving Marketing Plan
- Back to Basics Track: The New Psychology of Giving
- Best Practices & Special Topics Track: How do YOU Eat an Elephant...One Bite at a Time
- Leadership Track: Measuring Where the Rubber meets the Road; Best Practices for Implementing Benchmarking

**Session: 4:15pm – 5:30pm (1.25 hrs)**

- Major & Planned Gift Track: Weighing Your Prospects: Why Segmentation Is Not enough
- Back to Basics Track: Create Better Fundraising Goals for Your Events
- Best Practices & Special Topics Track: Reeling in the Years: adding Spark to your Program with Generational Marketing
- Leadership Track: “Good to Great Philanthropy”...Some Boards Make the Leap and Others Don’t

**Date: Tuesday, 1 July, 2008**

**Session: 9:15am – 10:30am (1.25 hrs)**

Best Practices in Fundraising Track: Teach Your Board How to Fish

Best Practices in Leadership Track: Donors as Patients—Developing Relationships and value on Our Turf

Best Practices in Relationships Track: The CEO Role in Building Philanthropy

**Session: 11:15am – 12:30pm (1.25 hrs)**

Major & Planned Gift Track: Infectious Enthusiasm: Using the Tipping Point Concept to Create Contagious Campaigns

Back to Basics Track: Extreme Employee Campaigns

Best Practices & Special Topics Track: Increasing Board Accountability

Leadership Track: Love Thy Donor: The Profitable Art of Telling Your Story Well

**Plenary Luncheon Session: 12:30pm – 2:15pm (1.75 hrs)**

Winning Gifts—Make Your Donors Feel like Winners

What's in it for you?

Take home tool—finding the Time to Do It All

**Total number of contact hours attended:**

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*(number of contact hours = number of Education points)*